

# **3-SEASON 2019 CAMPAIGN**

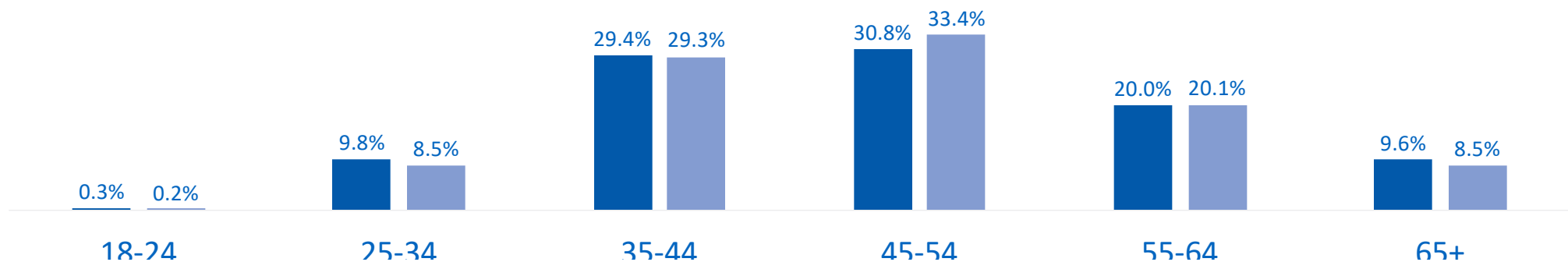
**2.15.19 – 6.10.19**

# DIGITAL SUMMARY

- Among non-CTV partners there have been 1,175,457 post impressions (0.78% PIR). This is slightly behind the efficiency of the 2018 campaign (0.91% PIR) but higher in quantity by 16%.
- There have been over **329k** post impression activities on Visit Utah's website, this is up **13%** compared to last years campaign, so while efficiencies are slightly down volume is up.
- We have tracked **24k** hotel bookings for a total revenue of **\$6.1M**, this is a **64%** increase from last months board meeting.
- According to an ongoing survey by Nielsen, Ad Exposed audiences are showing a lift of **56%** in intent to vacation in Utah.

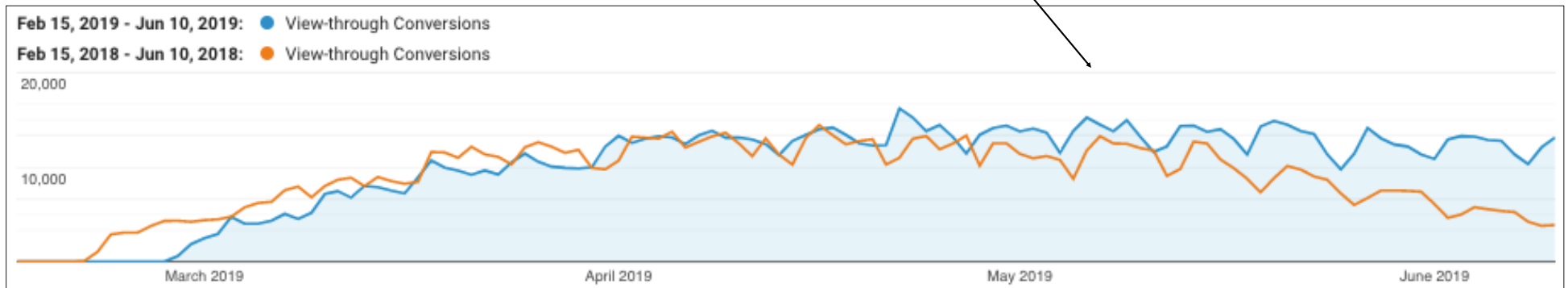
## Hotel Bookings Chart

■ Impressions ■ Conversions



# YEAR OVER YEAR PERFORMANCE

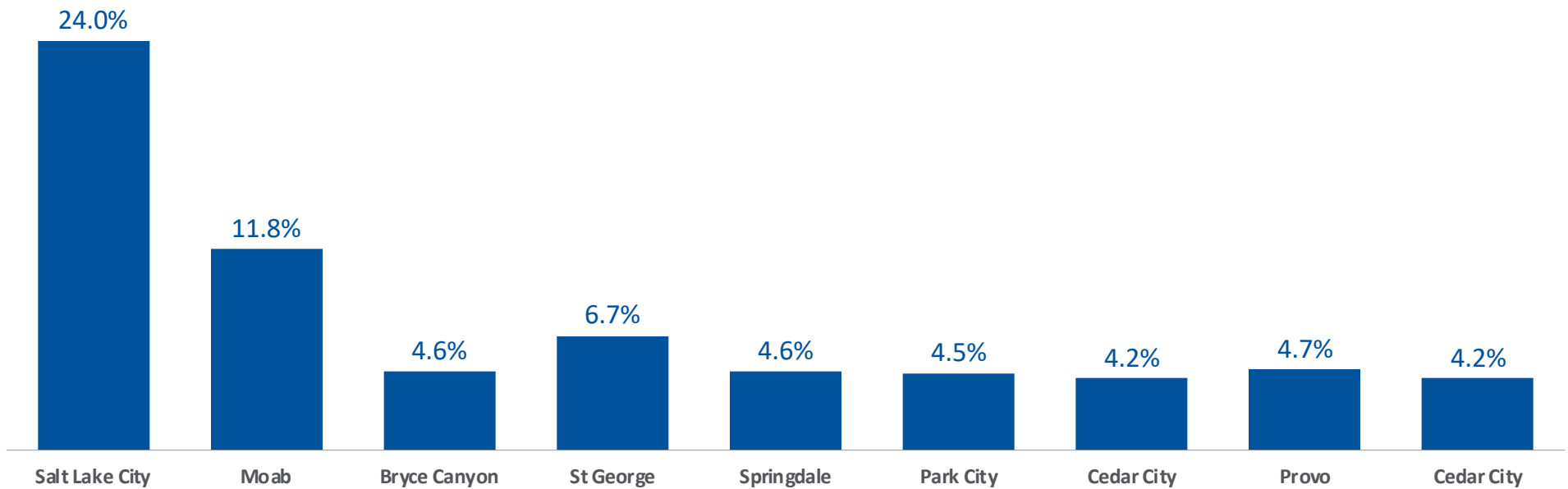
- The 2019 campaign has taken off in comparison to 2018, particularly when you look toward May and onwards as our campaign began to optimize and truly take hold.



# BOOKINGS BY DESTINATION

- To-date, Moab has generated the strongest percentage of hotel bookings as it relates to southern Utah destinations.

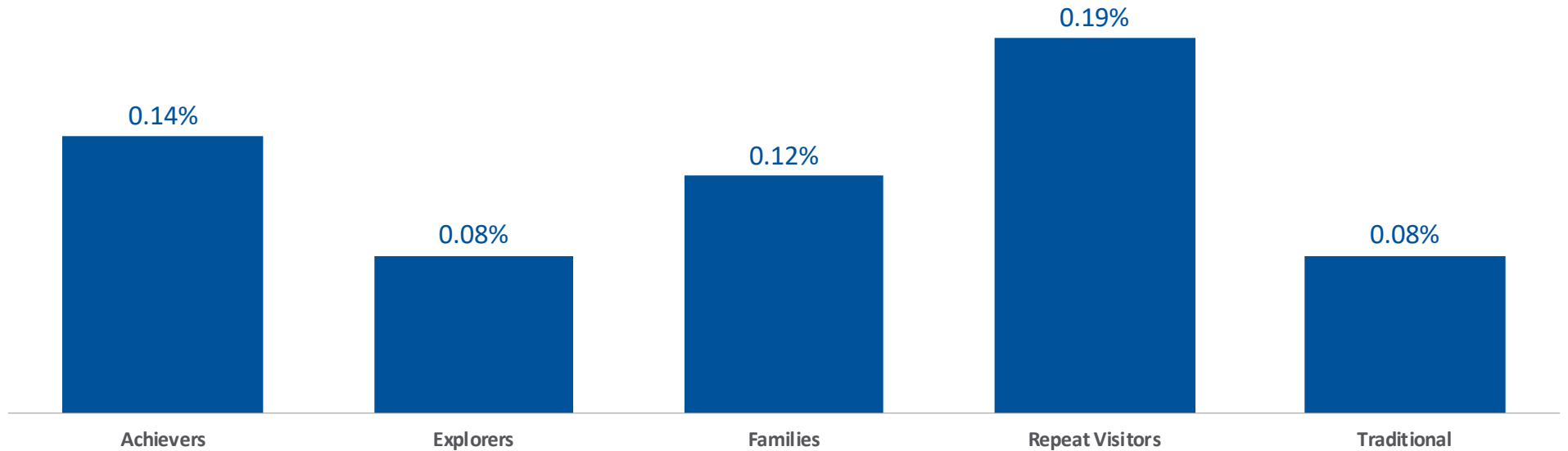
Percentage of Bookings by Destination



# BOOKINGS EFFICIENCY— CREATIVE/AUDIENCE

- The Repeat Visitors and Achievers audiences continue to be the most efficient at driving bookings.

Booking Efficiency by Creative



# CREATIVE EXAMPLES



Achievers



Explorers



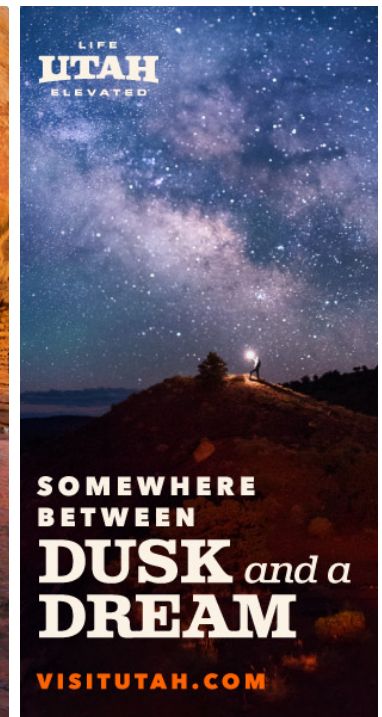
Families



Repeat Visitors

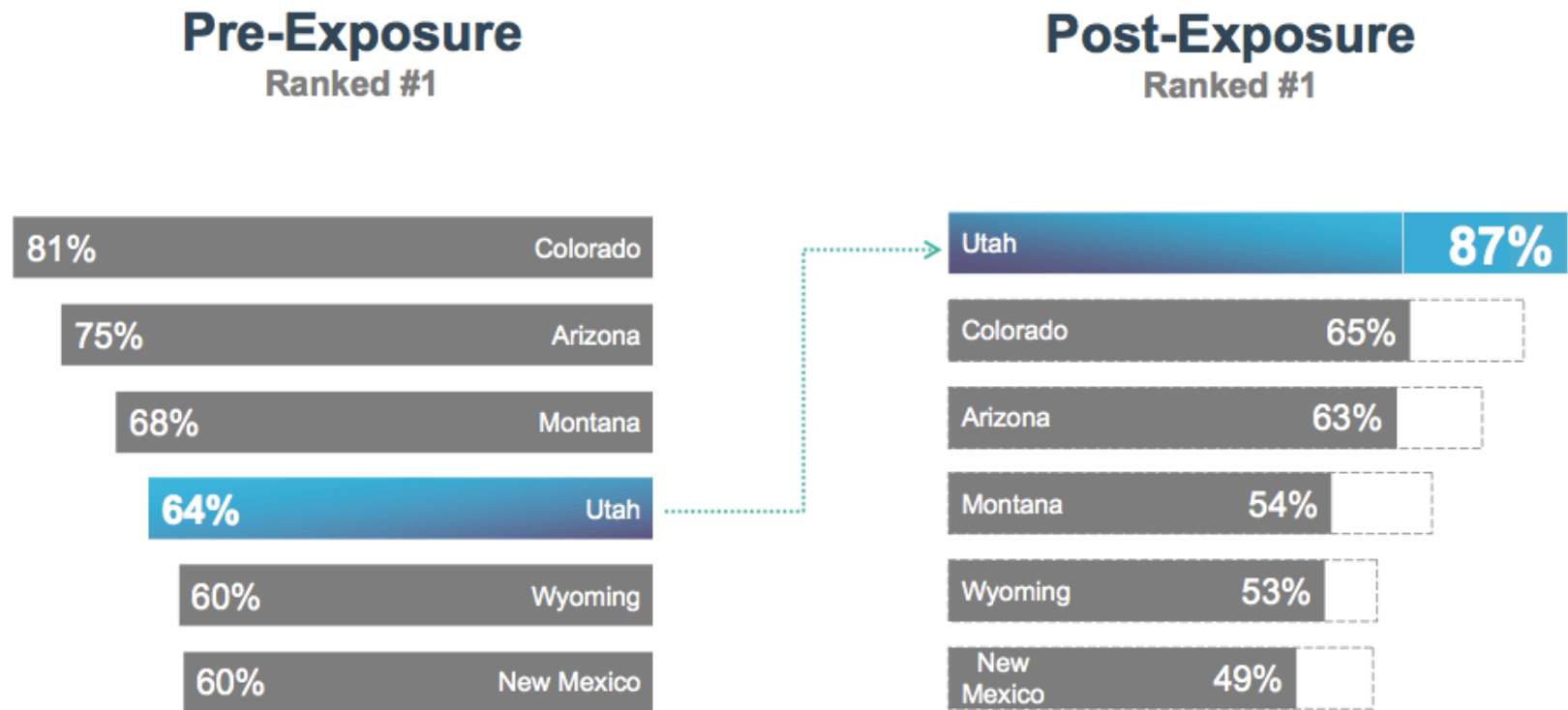


Traditional



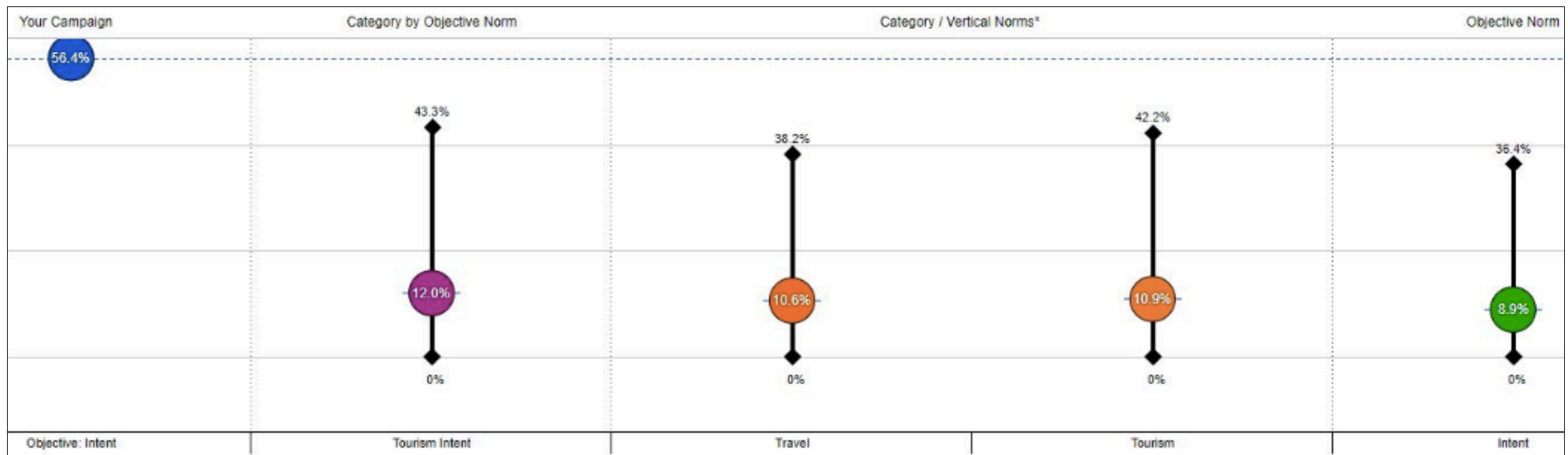
# NATIVO LIFT STUDY

- When it came to market share of mind, Utah was #4 pre-exposed and after exposure leapt to #1 with 87%.



# NIELSEN RESULTS UPDATE

- The campaign lift score of 56.4% is above average for other Tourism Intent, Intent, Travel, and Tourism campaigns measured by Nielsen.



- In all dimensions the lift results for the campaign exceeded the top 90% of scores, a boundary identified by the top range marker for each normative comparison on the chart.

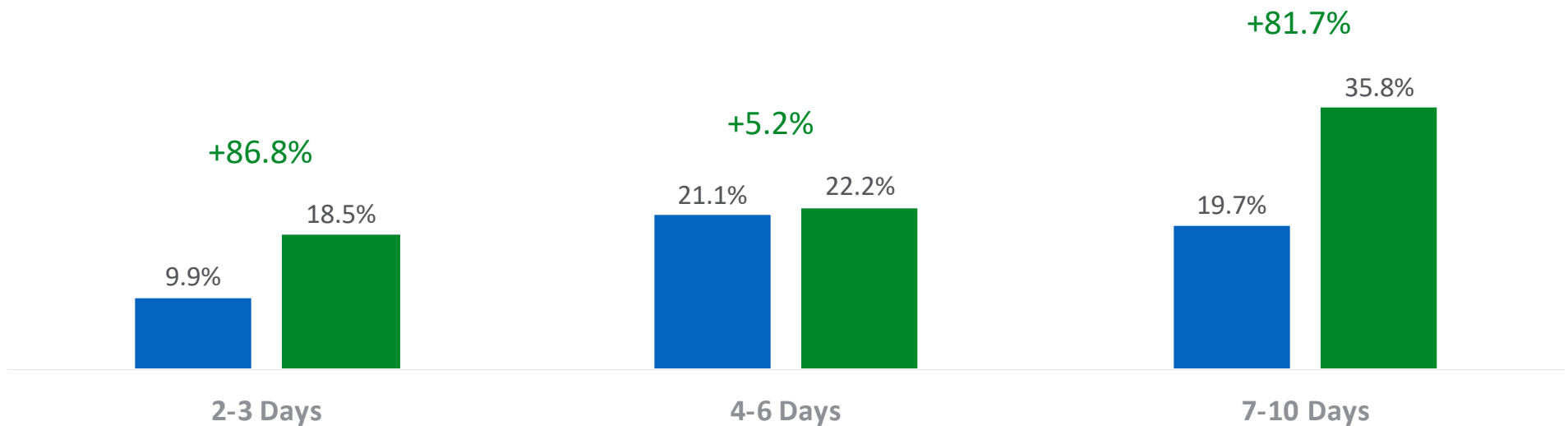


# NIELSEN RESULTS UPDATE

- Overall the campaign is driving the largest lift in intent to visit Utah for 7-10 days.

If you planned a trip to Utah, how long would you stay?

■ Control ■ Exposed

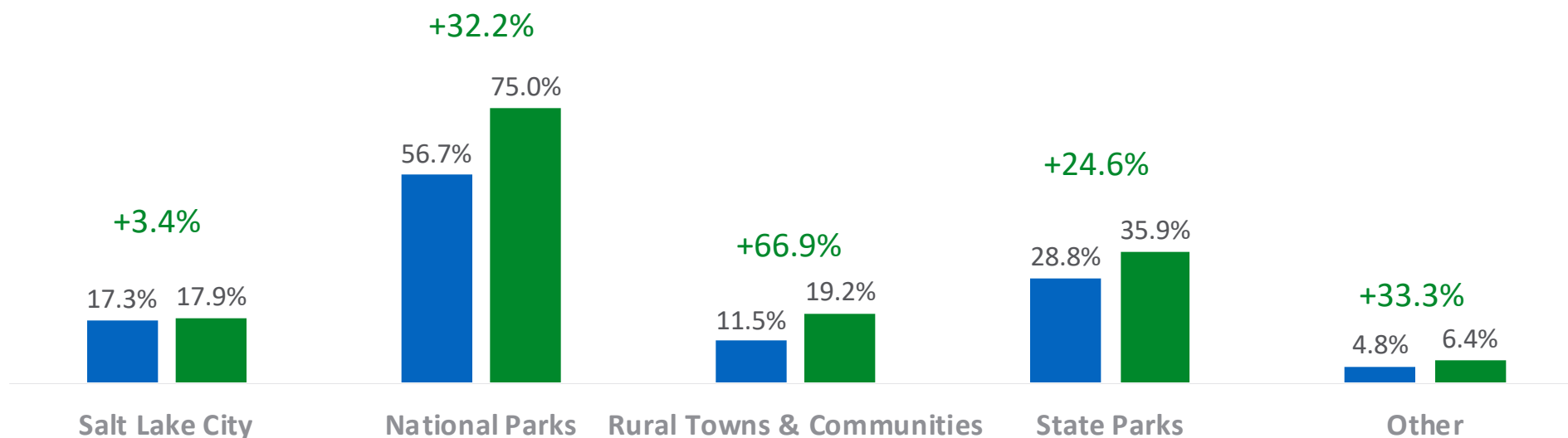


# NIELSEN RESULTS UPDATE

- Looking at the survey results, we can see that the campaign has driven the largest lift in intent to visit National Parks, followed by Rural Towns/Communities, and State Parks.

If you planned a trip to Utah, how long would you stay?

■ Control ■ Exposed

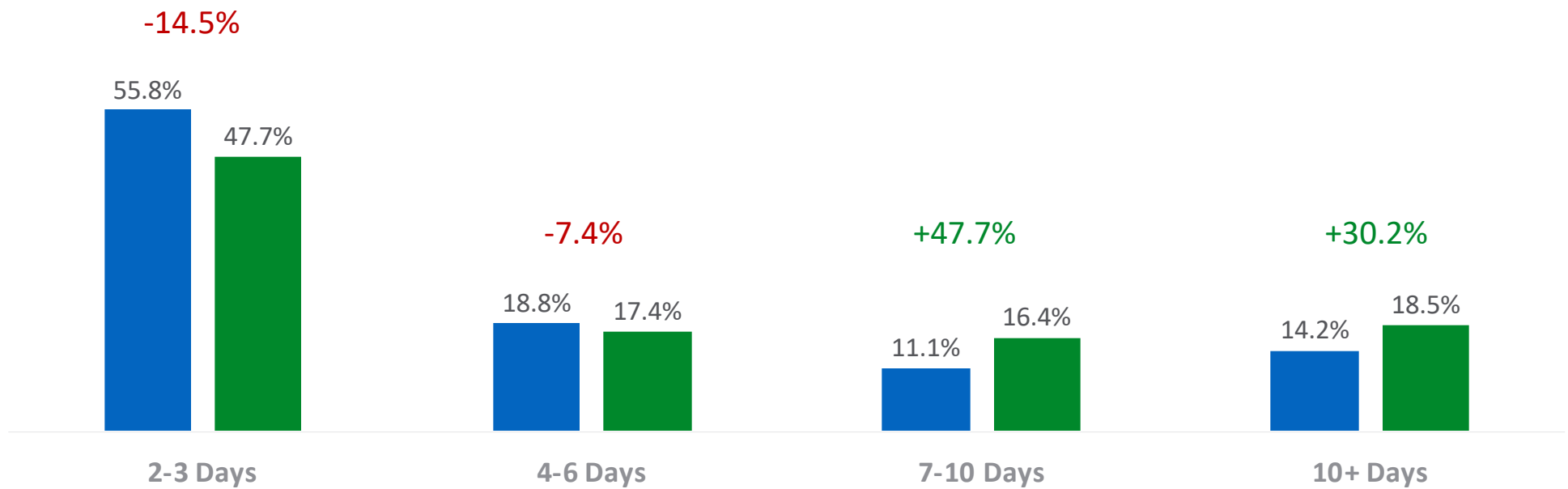


# CONNECTED TV NIelsen RESULTS



If you planned a trip to Utah, how long would you stay?

■ Control ■ Exposed



THANK YOU

LOVE